

**Michigan Department of Agriculture  
Michigan Department of Environmental Quality**

**Agricultural Pollution Prevention Implementation Plan**

**In Response to the:**  
*Pollution Prevention Strategy for Michigan Agriculture*

**November 10, 1997**



John Engler, Governor  
[www.deq.state.mi.us](http://www.deq.state.mi.us)



**Memorandum of Endorsement  
of the  
Pollution Prevention Strategy for Michigan Agriculture  
As Amended October 29, 1997  
and  
Agriculture Pollution Prevention Implementation Plan**

Over a period of many months, with input from a variety of stakeholders, the Agricultural Industry developed a draft Pollution Prevention Strategy for Michigan Agriculture. This strategy was presented to the Director of the Michigan Department of Agriculture and the Director of the Michigan Department of Environmental Quality on March 14, 1997. The respective agencies convened to review the draft and initiate discussions with the Agricultural Industry Group. The **Amended Pollution Prevention Strategy for Michigan Agriculture** (Strategy) was finalized in October 1997 with concurrence from all involved parties. In response to the Strategy, the Michigan Department of Agriculture and Michigan Department of Environmental Quality have created the attached **Agricultural Pollution Prevention Implementation Plan** (Implementation Plan).

The goal, as stated in the Strategy, is to provide guidance to agricultural and environmental policy makers in identifying and implementing agricultural pollution prevention activities in Michigan. In addition to the goal statement, the Strategy is a comprehensive plan that identifies objectives and lists recommendations. The willingness of the Agricultural Industry to work together and partner with local, state, and federal levels of government clearly demonstrates the cooperation and commitment necessary to move the provisions of the Strategy forward.

The Agricultural Industry has assumed a proactive, leadership role in addressing the issue of agricultural pollution prevention and fully embraces the philosophy that pollutants should be reduced through a multi-media approach. The implementation of that approach is vital if Michigan is to sustain a growing and vibrant agricultural economy and continue to effectively protect the environment and human health.

The Michigan Department of Agriculture and Michigan Department of Environmental Quality are committed to working with the Agricultural Industry to address agricultural pollution prevention as consistent with the mission and goals of each department. With the signing of this document, we commit the Michigan Department of Environmental Quality and Michigan Department of Agriculture to embrace, implement, and actively promote the concept of agricultural pollution prevention. We further agree to pursue the implementation steps outlined in the November 10, 1997 Implementation Plan to the greatest extent possible within available resources.

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Dan Wyant, Director  
Michigan Department of Agriculture

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Russell J. Harding, Director  
Michigan Department of Environmental Quality

## Implementation Plan and Action Items

### Introduction.

Michigan Agriculture has a long history of protecting natural resources. Farmers and their families are directly affected by the quality of the water, soil, air and other natural resources on their farms. To sustain a growing and vibrant agricultural economy in Michigan while continuing to effectively protect the environment and human health, future agricultural/environmental programs must embrace the philosophy that pollutants should be reduced through a multi-media systems approach that emphasizes pollution prevention.

For the purposes of this document, agricultural pollution prevention is defined as: *source reduction, reuse or environmentally sound recycling and other prevention activities including nonpoint source approaches*. Pollution prevention aims to eliminate and/or reduce the generation of pollutants at their source when practicable, environmentally acceptable, and economically feasible. This Agricultural Pollution Prevention Implementation Plan has been developed to provide a clear overall approach to eliminate or minimize the release of agricultural pollutants in Michigan. Emphasis is also placed on strengthening existing activities and programs that are effective and direct remaining and additional resources to promising new activities and program areas.

In implementing the Pollution Prevention (P2) Strategy for Michigan Agriculture, as amended October 29, 1997, the Michigan Department of Agriculture (MDA) and Michigan Department of Environmental Quality (MDEQ) will base P2 programs on the following principles and directives:

- **recognize that achieving environmental goals must be accomplished in an economically sustainable manner.**
- **enhance public perception and recognition of existing agricultural pollution prevention efforts.**
- **endorse approaches that emphasize partnerships and voluntary educational efforts.**
- **create incentives to encourage the adoption of voluntary agricultural pollution prevention principles including the identification and removal of regulatory barriers.**
- **allow flexibility, recognizing that Michigan agriculture is diverse and conducted under enormously varying conditions across the state, with vastly different potentials for pollution and pollution prevention.**
- **recognize and enhance producers' innovative abilities to solve/prevent pollution problems.**

- **strive to enhance the cooperative relationship between regulators and producers in accomplishing environmental protection.**
- **producers following Generally Accepted Agricultural and Management Practices (GAAMPs) will be considered as making a good faith effort to comply with state environmental regulations.**

## **I. Building on Programs that Work**

Michigan agriculture is a leader with a progressive attitude toward stewardship and a collective responsibility to the environment. Several existing programs addressing environmental issues have been widely accepted by the agricultural community. An effective approach for further progress in pollution prevention will include building on the strengths of proven and accepted programs and exploring additional areas to build on.

### **A. The Michigan Right to Farm Act**

The Michigan Right to Farm Program and associated GAAMPs were identified in the strategy as a potential model for agricultural pollution prevention. The key aspects of the Right to Farm Program are: producer participation in the design; workable, economically feasible, practical steps; voluntary actions; positive incentives rather than mandatory regulation; and, use of the Environmental Code as a basis for action against those who choose not to voluntarily address identified pollution problems. Emphasizing the economical and environmental benefits achieved by following GAAMPs can provide an effective vehicle for implementing widespread pollution prevention measures. Greater coordination and education will enhance the effectiveness of the GAAMPs.

#### ***Action Items:***

- 1. Review and modify GAAMPs to address key environmental issues including: water quality, erosion and sediment control practices, and others; and, to facilitate adoption of pollution prevention measures. Lead: MDA*
- 2. Explore an industry-led environmental assurance option as a means to augment the Right to Farm program with a proactive approach (see Environmental Assurance section on pg. 8). Lead: MDA/MDEQ*
- 3. Continue to work with MSU-E and the agricultural industry to improve distribution of the GAAMPs. Lead: MDA*

## **B. Section 319, Clean Water Act Grants Program**

This program will continue to operate with local level involvement emphasizing: voluntary participation; an understanding that changing practices affect farm economics; the use of established delivery systems familiar to agriculture; and, support with technical and financial assistance.

### ***Action Items:***

1. *Consider pollution prevention issues when reviewing 319 proposals. Lead: MDEQ.*
2. *Continue administering the program on a watershed basis. Lead: MDEQ*
3. *Initiate discussions on the potential of coordinating 319 grants with the Michigan Groundwater Stewardship Program. Lead: MDEQ/MDA*
4. *Base Best Management Practices funded by 319 grants on the USDA, Natural Resources Conservation Service, Field Office Technical Guide to ensure consistency with Right to Farm GAAMPs. In addition, the 319 Practices should take into consideration the Midwest Plan Service. Lead: MDEQ*

## **C. Natural Resources and Environmental Protection Act**

The Michigan Natural Resources and Environmental Protection Code, P.A. 461 of 1994, protects environmental quality and provides recourse against individuals who contribute to serious pollution problems. Through an interagency Memorandum of Understanding between MDEQ and MDA, producers are given an opportunity to achieve compliance. Enforcement orders are geared toward those who cause pollution and are unwilling to comply with voluntary corrective measures. The code also addresses procedures for dealing with environmental emergencies.

### ***Action Items:***

1. *Implement a policy of enforcement discretion whereby compliance with the GAAMPs is considered a good faith effort to comply with environmental regulations. Lead: MDEQ*
2. *Develop an educational program to inform producers about the procedures to follow in an environmental emergency including:*
  - *Work with MSU-E in the development and distribution of a Farm-A-Syst tool to cover Emergency Preparedness Planning. Lead: MDA.*
  - *Utilize supporting materials developed by MSU Extension such as the SARA Title III bulletin (6/96). Lead: MDA*
  - *Participate, as invited, in producer field days, seminars and training sessions highlighting the MDA Agriculture Pollution Emergency (APE) hot line for reporting pesticide, fertilizer and manure spills. Lead: MDA/MDEQ*

- *Develop and distribute Farm-A-Syst and spill response program fliers and AGRITAP brochures to county offices of MSU-E, USDA-NRCS and SCD. Spill response program literature and emergency contact information will be distributed to all certified pesticide applicators in the state and spill response issues will be incorporated into certified applicator training and testing protocols. Lead: MDA*
- *Promote and maintain cooperative working relationships with other agencies responsible for emergency response including Michigan State Police Emergency Management and Fire Marshal divisions, and Local Emergency Planning Committees. Lead: MDA/MDEQ*
- *Incorporate spill response program and contact information in Right to Farm Generally Accepted Agricultural and Management Practices. Lead: MDA*

#### **D. Soil Conservation District Act**

The Soil Conservation Districts as authorized by the Soil Conservation District Act (P.A. 461 of 1994, as amended, Part 93) have made major contributions to preventing both surface and groundwater pollution. The districts have assisted local producers in adopting voluntary programs focusing on such issues as erosion control and prevention, pesticide and fertilizer management, irrigation management, energy conservation, and others.

##### ***Action Items:***

1. *Encourage and partner with conservation districts to more actively lead a newly invigorated and coordinated pollution prevention effort with the following components: Lead: MDA/MDEQ*
  - *Work with conservation districts to organize local citizen workgroups to develop resource issues and solutions.*
  - *Direct conservation district training funds towards educating directors and staff in delivering pollution prevention programs.*
  - *Coordinate 319 watershed projects with pollution prevention programs available through USDA programs and other state and private funding sources on a regional watershed basis.*
  - *Work with conservation districts to provide local on-site inspections and practice implementation assistance for soil erosion and sedimentation control activities.*
  - *Encourage conservation districts to provide guidance and local support for Clean-Sweeps and Container Recycling efforts.*

- *Promote and implement wetland protection and restoration, tree planting, reforestation, and private forest management projects.*
- 2. *Allocate resources on a coordinated, statewide, prioritized basis. Lead: MDA*
- 3. *Base grant awards on the following factors to maximize efficiency. Lead: MDA*
  - *Uniform criteria which take into consideration the ability of the grant recipient to deliver a high quality product to landowners.*
  - *The relative risk to the specific resources addressed by each grant program and/or the needs of the community relative to the rest of the state.*
- 4. *Work with the Michigan Association of Conservation Districts to develop and implement a strategy for funding conservation districts as an important delivery system for statewide agricultural pollution prevention programs. Lead: MDA*

**E. The Michigan Groundwater and Freshwater Protection Act**

The Michigan Groundwater and Freshwater Protection Act assists producers in developing groundwater protection plans and provides educational resources, technical assistance, and cost-sharing. This assistance includes groundwater stewardship practices and local stewardship teams which aid assessment and problem solving. An important provision of this act is, that by adhering to groundwater stewardship practices, the farmer gains liability protection from groundwater contamination. By following groundwater stewardship practices, the producer has access to technical assistance, funding, and possible reduced insurance premiums. Groundwater and freshwater protection programs are funded by producers through pesticide and fertilizer registration fees.

**Action Items:**

1. *Explore the possibility of coordinating 319 grants and other related programs with the Michigan Groundwater Stewardship Program. Lead: MDA/MDEQ*
2. *Encourage local groundwater stewardship teams to expand beyond groundwater to address all water quality and pollution prevention concerns while retaining farm-based decision making:*
  - *Work with the Conservation Districts to encourage local groundwater stewardship teams, the groundwater technicians, or at a minimum, a subgroup of the groundwater stewardship team, to be active participants on the local work groups that are convened per the 1996 Farm Bill. Lead: MDA*

- *Develop a strategy to address locally identified resource concerns through federal, state, local and private sources. Lead: MDA*
3. *Ensure consistency between Groundwater Stewardship Practices and Right to Farm GAAMPs. Lead: MDA*
  4. *Work towards reauthorization of the groundwater stewardship program. Lead: MDA*
  5. *Provide guidance to producers on how to effectively utilize self-audits to improve performance, and qualify for penalty immunity under Environmental Audit Privilege & Immunity Act, P.A. 461 of 1994, as amended, Part 148. Lead: MDA/MDEQ*

## **F. Additional Areas to Build On**

### **Creation of an Industry-led Agriculture Environmental Assurance Program**

An industry led environmental assurance option needs to be explored as a means to augment the existing Right to Farm Program. The purpose is to create a proactive movement by agriculture to become more involved in adopting environmental stewardship practices on their farm. Program benefits include: a preventive approach rather than remediation; a potential alternative to federal permit requirements; will induce search for low cost solutions; and, be good public relations for all of agriculture.

#### ***Action Items:***

1. *Partner with the agricultural industry to design and implement a voluntary proactive environmental assurance option perhaps similar to the one currently in use by the National Pork Producers Association. Lead: MDA/MDEQ.*
2. *Design the program objectives to be voluntary, adaptable, practical, and be collaborative with commodity groups, the academic community, and government agencies. The Program must have a review process and meet credible requirements by government agencies. An education program/seminar and Farm\*A\*Syst participation would be an example of credible requirements. Within the program the following goals need to be identified:*
  - *Solve environmental pollution problems.*
  - *Prevent pollution at it's source.*
  - *Conserve natural resources.*
  - *Monitor, or record activities.*
  - *Mechanism for commitment (incentives).*
  - *Technology transfer.*
  - *Recognition (status symbol).*
  - *Review process for credibility.*

## **Voluntary Whole-Farm Planning**

Whole-farm planning uses science-based information to provide management options for on-farm decision making and is recognized by MDA and MDEQ as a potentially important tool for future pollution prevention efforts. A whole-farm plan inventories all natural resources and environmental indicators affecting farm operations. It links these indicators to economic and production information to facilitate farm level decision making while simultaneously addressing economic, resource, and/or environmental needs. Whole-farm planning may be included as a component of an environmental assurance program (see Environmental Assurance option above).

### ***Action Items:***

- 1. Work with MSU-E and the USDA-NRCS to continue to expand Farm\*A\*Syst from a farmstead to a whole-farm basis with the incorporation of modules addressing field activities. Lead: MDA*
- 2. Encourage whole-farm planning efforts in concert with conservation planning as required for federal program participation by the 1996 Farm Bill and work with NRCS to create a decision making tool to assist in that effort. Lead: MDA/MDEQ*

## **II. Coordinating Pollution Prevention Programs**

Increased coordination is a critical factor in maximizing the impact of available resources and efforts involved in agricultural pollution prevention in Michigan. Given the cooperation that exists in all sectors of Michigan agriculture, there is an opportunity to develop a more coordinated statewide approach.

### ***Action Items:***

- 1. Coordinate a statewide approach for addressing agricultural pollution prevention. The MDA and MDEQ will seek additional input from the Michigan Commission of Agriculture, Michigan State University, the USDA-Natural Resources Conservation Service, the Michigan Association of Conservation Districts, and others. Agricultural producers and agri-business will be well-represented in any such advisory endeavors. Lead: MDA/MDEQ*
- 2. Initiate a coordinated program to encourage and support development of markets for agricultural recycled/reused goods. Lead: MDEQ*
- 3. Work with MSU-E to support the creation of an Office of Pollution Prevention Alternatives, to act as a clearinghouse for agricultural pollution prevention information. Lead: MDEQ/MDA*
- 4. Encourage the chemical manufacturers to package as many agricultural chemicals as possible in returnable, water soluble, recyclable and/or reusable containers, provide a means for recycling containers and explore color coding for chemical containers. Lead: MDEQ*

5. *Work with MSU-E to educate producers on the most efficient crop protection management by using the best pesticide application techniques, pest monitoring, integrated pest management, and cultural and biological controls. Lead: MDA/MDEQ*
6. *Coordinate existing local, state, and federal monitoring programs. Lead: MDEQ/MDA*
7. *Encourage MSU to create a statewide research and education agenda for agricultural pollution prevention. Lead: MDA/MDEQ*

### **III. Maximizing Participation Through Incentives**

Voluntary approaches and significant incentives must be identified to encourage producers to invest in appropriate pollution prevention practices, plans or management systems that emphasize economics. Providing technical assistance, education, and cost-share should continue where appropriate. Creative incentives and enhanced educational programs have been shown to be more effective in addressing nonpoint source pollution prevention than “command and control” regulations.

#### ***Action Items:***

1. *Implement a policy of enforcement discretion whereby compliance with the GAAMPs will be considered a good faith effort to comply with environmental regulations, under which regulatory agencies will not seek punitive measures against farmers who follow GAAMPs. Lead: MDEQ*
2. *Continue to explore other creative incentives including:*
  - *Secure the provision of recertification credits for pesticide applicators participating in pollution prevention initiatives. Lead: MDA*
  - *Support financial assistance opportunities to ensure proper remediation of farm agrichemical spills. Lead: MDA*
  - *Provide leadership in the promotion of the State Tax Commissions program offering property tax exemptions for water pollution control facilities and work with the Commission to improve the quality and user-friendliness of the property tax exemption application packet. Lead: MDA/MDEQ*
  - *Ensure understanding and inclusion of ag-based projects in water pollution control facility property tax exemption programs. Lead: MDA/MDEQ*
  - *Initiate a program to make low interest loans available from the State Revolving Loan Fund for producers implementing qualified pollution prevention practices. Lead: MDEQ*

3. *Promote farm-specific technical consultation in conjunction with USDA-NRCS, MSU-E, and the soil conservation districts to help producers develop whole-farm management options which improve farm profitability and protect water quality.*
  - *Encourage NRCS and other resource planners to meet one on one with producers to assist them in developing conservation or whole-farm plans that meet all their objectives while maintaining the sustainability of the resource base. Lead: MDA/MDEQ*
  - *Encourage NRCS to provide sound technical environmental options through the planning process that offer producers a system of practices that meet their goals, at the same time protecting or enhancing the environment. Lead: MDA/MDEQ*
4. *Assess the need for legislation, rules, policies, and incentives to encourage voluntary agricultural pollution prevention. Lead: MDA/MDEQ*
  - *Identify and remove, to the extent possible, regulatory barriers that impede the adoption of pollution prevention practices. Lead: MDEQ/MDA*
  - *Incorporate, where appropriate, pollution prevention activities in Supplemental Environmental Projects negotiated as part of enforcement settlements. Lead: MDEQ/MDA*
5. *Continue to provide input to the USDA Technical Advisory Committee to incorporate incentives for agricultural pollution prevention in 96 Farm Bill programs. Lead: MDA/MDEQ*

#### **IV. Targeting Incentives: Priority Concerns, Areas, and Farms.**

Promote educational pollution prevention programs to all producers in Michigan. Target limited resources, which may include cost share and technical assistance on those areas that will yield the greatest environmental benefit. In addition to statewide priority areas and concerns, local conservation/stewardship teams will be utilized to target and prioritize resource allocation locally.

##### ***Action Items:***

1. *Target voluntary pollution prevention resources at priority concerns, areas, and farms:*
  - *Expand the current, federal, state and local, voluntary technical assistance, education assistance, and cost share programs available to Michigan producers. Lead: MDA/MDEQ*

- *Focus these assistance programs to support the locally led conservation process which identifies and prioritizes local concerns. Lead: MDA/MDEQ*
  - *Evaluate program outcomes to determine future priorities. Lead: MDA/MDEQ*
  - *Work with MSU-E and NRCS to tailor education and technical assistance to meet farm-specific situations. Lead: MDA/MDEQ*
2. *Improve the tracking and monitoring of nonpoint source pollution, to help identify the most impaired, threatened watersheds or significant sources and establish baseline conditions. Lead: MDEQ/MDA*
  3. *Analyze SARA Title III data to identify progress and prioritize agricultural pollution prevention opportunities. Lead: MDEQ/MDA*

## **V. Increasing Public Awareness**

Existing delivery systems provide Michigan farmers technical information and support through a number of organizations.

### ***Action Items:***

1. *Coordinate information delivery efforts between public agencies and the private sector with a goal of more effective programming and tailored and targeted information that is adjusted to meet individual farm needs. Discussion will be initiated between MDA, MDEQ, MSU-E, USDA-NRCS, and Conservation Districts to: Lead: MDA/MDEQ*
  - *Clearly define agency role and responsibilities.*
  - *Identify appropriate producer groups and agri-business representatives to assist in information delivery.*
  - *Promote local agency collaboration to meet individual farmer needs.*
2. *Work with MSU-E to develop efforts to include producer and agri-business groups in developing a more comprehensive educational effort on Right to Farm. Lead: MDA*
3. *Continue to work toward eliminating overlap and conflicting requirements, laws, and messages. Lead: MDA/MDEQ*

4. *Encourage MSU-E to provide expertise to local stewardship teams using the MSU-E Emergency Management Assistance Teams as a model. Lead: MDA/MDEQ*
5. *Encourage the private sector to continue to play an active role in contributing to agricultural pollution prevention efforts with an emphasis on serving those who have not been reached using existing delivery systems. Lead: MDA/MDEQ*
6. *Continue to identify and encourage development of local agricultural pollution prevention and recycling networks throughout Michigan. Lead: MDEQ/MDA*
7. *Encourage MSU to coordinate available information between MSU's Resource Center library, MDA, and MDEQ to serve as an agricultural pollution prevention clearinghouse. Lead: MDEQ/MDA*
8. *Identify opportunities to further agricultural pollution prevention principles in the finance, insurance, and other business service industries. Lead: MDEQ/MDA*
9. *Initiate dialogue with environmental public interest groups to build awareness of agricultural pollution prevention progress for all stakeholders. Lead: MDEQ/MDA*
10. *Continue the development and updating of the Directory of Agricultural Pollution Prevention Resource Information. Lead: MDEQ/MDA*
11. *Support outreach and public educational efforts for schools, communities, and special interest groups which focus on providing agricultural pollution prevention development tools, and presentation materials and displays for loan. Lead: MDA/MDEQ*
12. *Support existing recognition programs (i.e., DuPont's and the National Cattleman's Environmental Stewardship Award programs) and expand the promotion. Lead: MDA/MDEQ*
13. *Sponsor targeted conferences and workshops, and promote technology demonstrations. Lead: MDEQ/MDA*
14. *Develop voluntary successful experience fact sheets and case studies. Lead: MDEQ/MDA*
15. *Produce articles for electronic media, bulletins, calendars, newsletters, and publications on agricultural pollution prevention concerns. Lead: MDEQ/MDA*
16. *Identify initiatives that have the potential for incorporating agricultural pollution prevention principles and services. Lead: MDEQ/MDA*

17. *Support the adoption of agricultural pollution prevention principles into grade school, high school, and college curricula. Lead: MDEQ/MDA*
18. *Maintain agricultural pollution prevention programs within the MDEQ and MDA to work with the agricultural agencies, organizations, and industry. Lead: MDEQ/MDA*
19. *Promote, support, explore, and demonstrate creative solutions and new technologies for alternative uses in the agricultural industry such as manure brokering, biotechnology, and precision farming. Lead: MDEQ/MDA*

## **VI. Measures of Progress**

Pollution prevention in agriculture is widely recognized as one of the most effective approaches undertaken to reduce the amount of waste generated, stored, transported, treated, or released to the environment. It is, however, frequently difficult to establish a direct cause and effect relationship between the implementation of agricultural pollution prevention activities and measures of improved environmental health. Surrogate environmental information and trends, such as those identified through the analysis of chemical loadings to the environment, may be used as indicators of environmental protection progress made from the implementation of agricultural pollution prevention activities and programs. Additionally, the amount of participation in agricultural pollution prevention activities and programs can be quantified to provide an indirect measure on environmental quality improvements. Where such quantitative analyses can be made, they will be useful in assessing whether resources are being allocated effectively, in identifying other areas that may need attention, and in evaluating the overall success of this implementation plan.

### ***Action Items:***

1. *Strengthen existing and develop new measuring tools and capabilities to generate, collect, and analyze agricultural pollution prevention information. Lead: MDEQ/MDA*
2. *Benchmark existing activities, identify possible agricultural pollution prevention opportunities for technology transfer, and measure progress through current environmental reporting requirements, survey results, literature reviews, conferences, and other sources. Lead: MDEQ/MDA*

## **Evaluation**

Over the next five years, members of the Task Force core committee will reconvene annually to evaluate and report to the directors of MDA and MDEQ on the status of achieving the objectives and to strengthen those existing activities and programs that are effective and direct remaining and additional resources to promising new activities and programs. MDA and MDEQ will be responsible to document their individual charges and report back to the committee.

Evaluation of MDEQ/MDA's agricultural pollution prevention activities and products provides an indirect measure of the effectiveness of certain agricultural pollution prevention activities in meeting the identified Strategy objectives. Possible examples of information to be evaluated include:

- Number of agricultural pollution prevention requests received.
- Number of case studies and fact sheets produced and reproduced annually.
- Number of conference or workshop attendees and conference content evaluation.
- Number of Agricultural Technical Assistance Program (AGRITAP) waste assessments and Farm\*A\*Systs performed.
- Number and magnitude of barriers to agricultural pollution prevention identified and successfully addressed.
- Number of stakeholders/industries participating in a defined, goal-directed agricultural pollution prevention program with reportable results.